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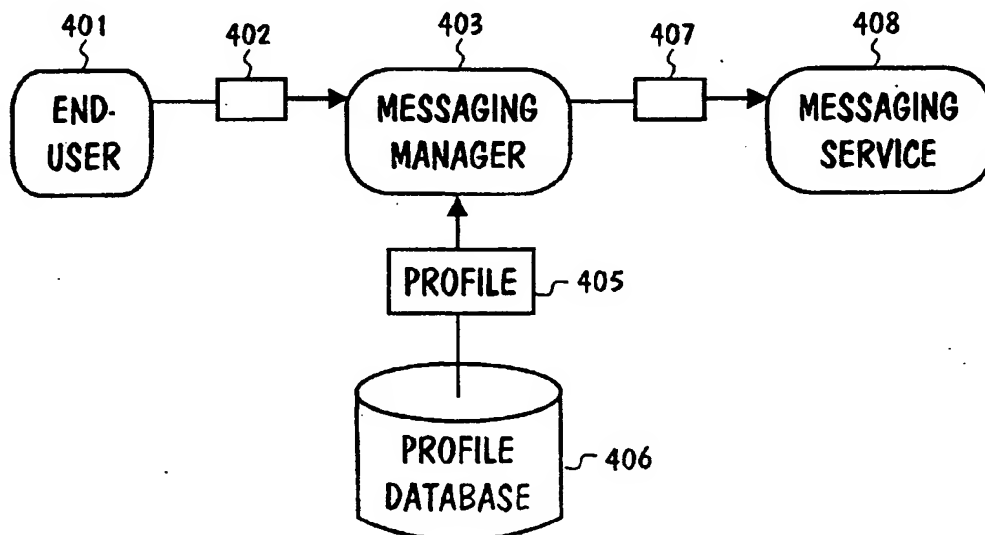
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(54) Title: **SYSTEM AND METHOD FOR MANAGING MESSAGING SERVICES**



(57) Abstract: Messaging manager is a system that manages the deployment and use of heterogeneous messaging services, controls the said services, and makes reports. It is located between the users and services, so that the messages of the users and services are routed via the messaging manager. When a user sends a message, such as a short message, the message contains key information. The message manager accesses a profile from a profile database by using the key information and performs a certain task defined in the said profile. The messaging manager may change the content of a message sent by either the user or the service, which enables many business opportunities.